

## **Amendments to the Claims:**

### Claims Listing

1-42. (Canceled)

43. (Currently Amended) A method performed in an intercepting communications device ~~for delivering content~~, the method comprising ~~the steps of:~~

maintaining, in the intercepting communications device, access to a plurality of secondary content addresses, where a each secondary content address ~~identifies~~ying secondary content located at a ~~respective~~ secondary content source; ~~prior to an initial request for initial content made by a requesting device arriving at an intended destination, the intended destination comprising an initial content source:~~

intercepting an the initial request for initial content made by a requesting device before the initial request arrives at an intended destination, the intended destination being an initial content source;

extracting at least one request criteria from the intercepted initial request;  
creating redirection information by processing the at least one request criteria ~~extracted from the intercepted initial request~~ to determine an identity of secondary content to be retrieved by the requesting device; and

transmitting the redirection information to the requesting device without transmitting secondary content from the intercepting communications device to the requesting device.

44. (Currently Amended) The method of as in claim 43, wherein processing the at least one request criteria ~~extracted from the intercepted initial request~~ to determine an identity of secondary content comprises includes:

extracting the at least one request criteria from at least one protocol header of the intercepted initial request; and

matching the at least one extracted request criteria to at least one of the plurality of secondary content addresses.

45. (Currently Amended) The method of as-in claim 44, wherein matching the at least one extracted request criteria to at least one of the plurality of secondary content addresses comprises ~~includes~~:

determining desirable secondary content by identifying at least one of the plurality of secondary content addresses that maps to content related to the at least one extracted request criteria; and

capturing an address from at least one of the plurality of secondary content addresses that maps to content related to the at least one extracted request criteria.

46. (Currently Amended) The method of as-in claim 45, wherein identifying at least one of the plurality of secondary content addresses that maps to content related to the at least one extracted request criteria comprises ~~includes at least one of~~:

identifying content related to at least one source indication from the at least one extracted request criteria;

identifying content that has at least one geographic indication related to at least one geographic location of the communications device;

identifying content that has at least one geographic indication related to at least one geographic indication from the at least one extracted request criteria; and

identifying content related to at least one initial content indication from the at least one extracted request criteria.

47. (Currently Amended) The method of as-in claim 45, wherein capturing at least one address from the plurality of secondary content addresses that maps to content related to the at least one extracted request criteria comprises ~~includes~~:

capturing at least one Internet address for at least one advertisement that is related to the at least one extracted request criteria, the at least one advertisement being programmed to be displayed with respect to a display of the initial content.

48. (Currently Amended) The method of ~~as in~~ claim 43, wherein creating redirection information comprises includes:

concatenating together a first redirection code and at least one second redirection code[[:]]

where the first redirection code ~~operable to instructs~~ the requesting device to reinitiate retrieval of the initial content[[:]]

and where the at least one second redirection code ~~operable to instructs~~ the requesting device to initiate retrieval of the secondary content; and

~~including a delimiter separating the first redirection code and the second redirection code~~

separating the first redirection code and the second redirection code by a delimiter.

49. (Currently Amended) The method of ~~as in~~ claim 48, comprising:

including an address of the initial content source in the first redirection code; and

including an address of the at least one secondary content source in the second redirection code.

50. (Currently Amended) The method of claim 48, comprising:

providing a command to the requesting device ~~via the redirection information~~, where the command controls the requesting device to concurrently retrieve the initial content and during retrieval of the secondary content based, at least in part, on the redirection information.

51. (Currently Amended) The method of as in claim 48, wherein ~~including a the~~ delimiter separating the first redirection code and the second redirection code includes:

~~—providing the delimiter to be detected by the requesting device, such~~  
~~detection indicating~~ indicates to the requesting device an existence of a secondary content condition.

52. (Currently Amended) The method of as in claim 43, wherein processing at least one request criteria extracted from the intercepted initial request to determine an identity of secondary content to be retrieved by the requesting device comprises includes:

determining the identity of the secondary content relative to at least one of a geographic indication, a source indication, and a content indication in the at least one request criteria extracted from the intercepted initial request.

53. (Currently Amended) The method of as in claim 43, wherein intercepting the initial request includes intercepting the initial request at an entry point to the Internet.

54. (Currently Amended) A computer-readable medium storing computer-executable instructions that when executed by a computer control the computer to perform a method, the method comprising:

maintaining, in the computer, access to a plurality of secondary content addresses, where a secondary content address identifies secondary content located at a secondary content source;

intercepting an initial request for initial content made by a requesting device before the initial request arrives at an intended destination, the intended destination being an initial content source;

extracting at least one request criteria from the intercepted initial request;  
creating redirection information by processing the at least one request criteria  
to determine an identity of secondary content to be retrieved by the requesting  
device; and

transmitting the redirection information to the requesting device without  
transmitting the secondary content from the computer to the requesting device  
A computer program product that includes a computer readable medium having  
instructions stored thereon such that, when the instructions are carried out by a  
communications device, the communications device is capable of performing the  
steps of:

- ~~—— maintaining access to a plurality of secondary content addresses, each  
secondary content address identifying secondary content located at a respective  
secondary content source;~~
- ~~—— prior to an initial request for initial content from a requesting device arriving at  
an intended destination, the intended destination comprising an initial content  
source:~~
- ~~—— intercepting the initial request;~~
- ~~—— creating redirection information by processing at least one request criteria  
extracted from the intercepted initial request to determine an identity of secondary  
content to be retrieved by the requesting device; and~~
- ~~—— transmitting the redirection information to the requesting device.~~